

# Alexandria Commission for the Arts

## Regular Monthly Meeting

### Meeting Information

Objective:	To address Arts Commission business.		
Date: January 16, 2018		Time:	Begin: 7:06 p.m. End: 9:30 p.m.
Location:	Activity Room, Lee Center 1108 Jefferson St Alexandria, VA	Meeting Type:	Regular Monthly Meeting
Called by:	Matthew Stensrud	Note Taker:	LaToya Robinson
Facilitator:	Matthew Stensrud	Timekeeper:	Matthew Stensrud
Secretary/Minutes	Karen Thomas		
Attendees:	Matthew Stensrud, Allison Nance, Catherine Barrett, Karen Thomas, Beth Coast, Susan Cohen, Gayle Converse, Shirley Downs, Kate Elkins, Tamsin Green, Allison Heck, Sara Lavan, Chris Kurowski		
Absent:	Shaan Shuster, Michael Detomo, Amber Gordon		
Vacancy(s):	0		
Observers:	Kadhambari Sridhar, LaToya Robinson, Maria Wasowski, Michelle Kozlak		
City Staff:	Matthew Harwood, Public Art Manager, RPCA/Office of the Arts James Spengler, Director, RPCA Heba ElGawish, Department of Planning & Zoning		

### Agenda items

### Presenter

1.	Call to Order:	Matthew Stensrud
2.	Presentation- Arts on the Horizon	Michelle Kozlak
3.	Public Comment	Matthew Stensrud
4.	Approval of Minutes ❖ December 18, 2017	Matthew Stensrud
5.	Chair Report ( <i>Attachment</i> )	Matthew Stensrud
6.	Old Town North Arts District Proposal ( <i>Attachment</i> ) ❖ Presentation ❖ Discussion	Heba ElGawish Maria Wasowski
7.	Committee, Task Force & Liaison Reports ❖ Advocacy and Outreach Committee ❖ Grants Committee ❖ Arts Education Committee	Gayle Converse Allison Nance Beth Coast/Kate Elkins
8.	Office of the Arts Update	Matthew Harwood
9.	New Infrastructure Public Art Project ❖ Proposal on Traffic Box Wraps ❖ Discussion ❖ Motion on Project	Matthew Harwood
10.	New Business ❖ Retreat Date Selection	
11.	Good of the Order and Announcements	
12.	Adjournment	

## Discussion Summary

1.	<i>Call to Order:</i> Mr. Matthew Stensrud welcomed everyone and started the meeting at 7:06pm
2	<p><b>Presentation:</b> Ms. Michelle Kozlak, <i>Arts on the Horizon</i> provided information on their youth theater program for kids ages 0-6 years old.</p> <ul style="list-style-type: none"> <li>• A 5-minute video was showed.</li> <li>• Arts on the Horizon has been nominated for a Virginia Commission of the Arts “50 for 50” award.</li> <li>• Arts on the Horizon has moved to Convergence.</li> <li>• They offer space for performance, education and classes.</li> </ul>
3	Public Comment: Commissioners were encouraged the group to visit exhibit at Torpedo Factory
4.	<p><i>Approval of Minutes:</i></p> <ul style="list-style-type: none"> <li>• December 18, 2017 minutes were approved unanimously.</li> </ul>
5.	<p><b>Chair Report:</b></p> <p>Commission Chair provided updates on:</p> <ul style="list-style-type: none"> <li>• New Infrastructure Public Art Report</li> <li>• Social Media Tips</li> <li>• Winter Retreat will take place at Lee Center on February 17, 2018. The tentative time is 10am-3pm. Commission Chair will confirm time with all members. Everyone is encouraged to be mindful of parade traffic.</li> <li>• Commission Chair reinforced attendance policy, stating that all members are allowed 1 excused absence and that attendance at 75% is required.</li> </ul>
6.	<p><b>Old Town North Arts District Proposal (Attachment)</b></p> <p>Presentation: Planning &amp; Zoning staff presented the new proposed zoning ordinance:</p> <ul style="list-style-type: none"> <li>• <b>Purpose:</b> Allowance for incentives to retain and attract arts and cultural uses in Old Town North through the creation of an Arts and Cultural District as authorized by Virginia Code 15.2-1129.1. The use of these incentives will be limited to properties located along the frontages identified in the Old Town North Small Area Plan. <ul style="list-style-type: none"> <li>➤ <u>Tier 1: Incentive for ground floor arts &amp; cultural uses</u> For the frontages within the Old Town North Arts and Cultural Corridors, the floor area for the ground floor arts and cultural uses may be excluded from the maximum floor area ratio permitted for the site.</li> <li>➤ <u>Tier 2: Incentives for arts anchors</u> For the frontages within the Old Town North Arts and Cultural Corridors, additional floor area may be increased by a maximum of 30 percent above the maximum floor area ratio permitted by the zone for the provision of an Arts and/or Cultural Anchor.</li> </ul> </li> <li>• <b>Next steps with ordinance:</b> <ul style="list-style-type: none"> <li>➤ March 6, Planning Commission Meeting</li> <li>➤ March 17, City Council Public Hearing</li> <li>➤ An amendment will be added to enhance public transit and parking</li> </ul> </li> </ul>
7.	<p><b>Committee, Task Force &amp; Liaison Report:</b></p> <p>1. <b>Advocacy and Outreach Committee: (Attachment)</b></p> <ol style="list-style-type: none"> <li><u>St. Patrick’s Day Parade:</u> <ul style="list-style-type: none"> <li>• Ms. Gayle Converse is requesting that admission fee of \$75 is waived for commission.</li> </ul> </li> <li><u>Vote Ship update</u></li> <li>Candidate’s Night Debate Open House will be hosted by Alexandria Arts Alliance.</li> <li>Take a Council Member to lunch was discussed.</li> <li>Details for plan will be discussed at retreat.</li> </ol>

	<p><b>2. Grants Committee:</b> FY2019 Grants Task Force meeting will be held April 9, 2018.</p> <p><b>3. Arts Education Committee:</b> Ms. Beth Coast is no longer Committee Chair. Motion was made by Ms. Beth Coast and seconded by Ms. Susie Cohen for Ms. Kate Elkins to serve as Chair for Arts Education Committee. Motion passed unanimously. Committee is hosting their 3<sup>rd</sup> All City High School Art Exhibition and has invited two new schools: Commonwealth Academy and The Howard Gardener School. Ms. Allison Nance and Ms. Lisa Schumaier are jurors for the Exhibit Opening, February 23, 2018, 7pm-9pm. More updates will be provided at next meeting.</p> <p><b>4. Torpedo Factory:</b> No report.</p> <p><b>5. Waterfront:</b> Fitzgerald Park is now referred to as King Street Waterfront Park. The future budget will be discussed at the next meeting.</p>
8.	<p><b>Office of the Arts:</b></p> <ul style="list-style-type: none"> <li>➤ <u>Duke St. Tunnel</u>: Awaiting parameters by CCC to move forward</li> <li>➤ <u>Simpson Park</u>: Awaiting renovation bid, artists cannot proceed due to changes with planning</li> <li>➤ <u>Lake Cook</u>: Budget issues and cut backs are the current challenge. Renovations will be underway in summer of 2018.</li> <li>➤ <u>Trails &amp; Paths</u>: there are two consultants assisting with this project.</li> <li>➤ <u>Residency</u>: the meeting with Alex Renew was held.</li> <li>➤ <u>Burke Library</u>: public art will soon be coming to this library.</li> </ul>
9.	<p><u>New Infrastructure Project</u>: (2 attachments). There is \$20,000 in funding available from FY 2017. The committee proposed several suggestions on box wraps and locations for them. Ms. Shirley Downs shared that Interstate-395 will add a new lane which will move the noise walls next to Van Dorn. Mr. Harwood explained to the commission that coordination with TE&amp;S is required to determine where art and wrap boxes will be located throughout the Van Dorn area. The committee will continue discussion at next meeting</p>
10.	<p><b>New Business</b> No items noted.</p>
11.	<p><b>Good of the order and Announcements:</b> No items noted.</p>
12.	<p><b>Adjournment:</b> Mr. Stensrud mentioned that all items were addressed from the meeting's agenda, so the meeting adjourned at 9:30p.m.</p>

New Action Items		Responsible	Due Date
1.	No new actions noted.		

## Other Notes & Information

### ATTACHMENTS:

1. Department of Planning & Zoning- Old Town North Small Area Plan Arts & Cultural District Text Amendment
2. Infrastructure Public Art Project – Memorandum
3. Staff Memorandum - Duke Street Tunnel Task Force
4. Office of the Arts Division Report - January
5. Sign-in Form
6. Fitzgerald Square- Draft for Pilot Project

### “PARKING LOT” – Future Discussion/Agenda Items:

03-21-17

- Setting goals for Arts Commission to align with the Arts and Culture Plan.
- Setting a date for the Arts Commission's Retreat.

#### 02-21-17

- Create a glossary in the Arts and Culture Plan, or in another document that would reference all the other City Plans where Art, Culture and Public Art are referenced.

#### 09-20-16

- Auditorium/Performance Space: First step is to find document created in past on this area and explore history of Commission involvement to ensure we are not retracing steps.
- Fee-Free Parades: Ms. Ruggiero is working with groups like the Scottish Walk so they are fee-free in the future for City Commissions.
- New parking lot issues will be reviewed at the end of each meeting to determine the next steps.
- Art and Health Collaboration (i.e. color run partnership with Pacers), Ms. Allison Nance and Ms. Gayle Converse.
- Attendance at the Multi-cultural Festival sponsored by RPCA, Ms. Amber Gordon.
- Public input and requests for public art, Ms. Amber Gordon.
- Could the ACA approach WMATA/Metro to encourage the Transit system to purchase art from local artists? Ms. Shirley Downs.
- An Accessibility Workshop should be scheduled for the Arts Grant Program's grantees (possible with Imagination Stage), Ms. Allison Nance.

#### 08-16-16

- Making a crosswalk Arts Task Force. 08-16-16, Ms. Shirley Downs
- Create a call for "Sidewalk Chalk" Project – Local Artists – one day, might generate a "Good News" story, Mr. Michael Detomo.

#### 7-19-16

- ACA "Budget" do we have \$ for event participation, Ms. Gayle Converse.
- Field Trips, Ms. Gayle Converse.

#### 7-12-16

- Lee Center Kaufman Auditorium/Center, 7-12-16, ACA Special Meeting, Mr. Michael Detomo.

		Draft Notes Sent to Secretary	2-16-18
Reviewed by:	Karen Thomas	Draft Minutes Sent to Commissioners	2-18-18
Approved by:	Alexandria Commission for the Arts	Date:	02-20-18

**Alexandria Commission for the Arts  
Advocacy and Outreach Committee  
December 2017 Report  
--G. Converse, chair**

- I. Scottish Walk
  - a. 30-ish participants
  - b. Thank-you's: Sean, Allison N., Allison H., Kate, Matthew, Pat Miller, Lisa, Chris, UpCycle
  - c. Penguins – will Allison N. speak with Lisa for permission to re-use penguins by ACA?
- II. St. Patrick's Parade 2018
  - a. Registration open
  - b. Fees?
  - c. Penguins?
- III. Federal Tax Bill – Effects on Arts
  - a. ACA awareness
  - b. Letter? (DEPENDING ON TUESDAY HOUSE VOTE)

# FITZGERALD SQUARE: TEMPORARY PUBLIC ART EXHIBITION

DRAFT PROJECT PLAN FOR PILOT PROJECT

November 16, 2017

DRAFT

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## I. Introduction

The City of Alexandria's Public Art Implementation Plan outlined a vision and goals for the public art program and established three Creative Directions: Time and Place, Neighborhood Identity, and Urban and Natural Systems.

The Plan also sets out a process for the commissioning of new public art. For each project approved in the Annual Public Art Work Plan, the Commission for the Arts appoints a Public Art Project Task Force to advise on the entire project development process. The staff and the Project Task Force develop a Project Plan that sets out the project goals, artist selection process, budget, timeline and communications strategy. The Project Task Force then selects an artist, through a process set out in the Project Plan. The artist develops a concept, which is then approved by the Project Task Force and the Commission for the Arts.

This document is the Project Plan for the first, or pilot, temporary sculpture exhibition at Fitzgerald Square.

## II. Site and Context

Fitzgerald Square is the working name for a new public plaza at the foot of King Street, which was called out in the City's Waterfront Plan. The plaza encompasses 1 & 2 King Street, and the existing King Street Park, totaling about one acre of land. It is adjacent to, but does not include, Waterfront Park.

The overall concept for Fitzgerald Square and other waterfront public spaces was approved in 2014, but it may be a decade or more before the planned flood mitigation infrastructure is in place and the permanent plaza can be constructed. When the Old Dominion Boat Club relocates to a new facility at the foot of Prince Street, the City will create an "interim" public space that can be enjoyed until construction begins on the permanent plaza. The project is being led by the City's Department of Recreation, Parks and Cultural Activities, along with the City's Department of Project Implementation. The Commission for the Arts and the Waterfront Commission serve as advisory bodies.

The interim Fitzgerald Square design calls for a Promenade walkway of crushed granite that runs along the Potomac River, connecting walkways to the north and south of the park; the Marina Terrace, with a large shade structure, movable tables and chairs, and crushed granite surface; the Center Green, an open lawn space; the River Terrace area closer to the Potomac with synthetic turf; and an asphalt plaza with trees in planter boxes. It is anticipated that the plaza will be used both for passive enjoyment and for programming with performance, festivals, food trucks and, potentially, an ice skating rink in the winter.

Fitzgerald Square is sited at the base of King Street, the main commercial street in historic Old Town Alexandria, with popular shops, restaurants, hotels and other destinations. The creation of the plaza will create new views from King Street to the Potomac River, and with that the potential for a work of art that serves as a visual focal point. According to City staff, restauranteurs plan to take advantage of the plaza by creating outdoor seating and otherwise opening up their facades to address the new public space.



### III. Goals

The Alexandria Public Art Program is interested in commissioning artists to create a site-specific, temporary work of art for Fitzgerald Square that will be on display for up to twelve months.

The program goals of the Fitzgerald Square Temporary Exhibition are to:

- Amplify Alexandria's reputation as an of-the-moment arts destination on the water with a new work of art that captures the public's imagination and is unlike anything else you can experience in the region.
- Highlight Fitzgerald Square as a new civic space that gives prominence to the location where the mercantile city meets the river.
- Bring a new work of art to Alexandria that is informed by the context of the site.
- Foster engagement and interaction with a contemporary work of art on Alexandria's historic waterfront.
- Attract visitors to experience a dramatic, visually compelling and unique work of art.
- Encourage repeat visits with work that changes between day and night or through the seasons.

In addition, the Public Art Program has identified the following internal goals related to the project:

- Take advantage of the interim nature of the site to test out different approaches to public art for this location.
- Create a signature exhibition that raises awareness of the City's public art program.
- Accommodate plaza programming and other plaza uses.

### IV. Selection Process

For the *Fitzgerald Square Temporary Exhibition* pilot project, the Office of the Arts has engaged Meridith McKinley of the consulting firm Via Partnership, working with Todd W. Bressi, to facilitate artist selection and manage the overall project.

#### Fitzgerald Square Task Force

The *Fitzgerald Square* Task Force helps shape the Project Plan for the exhibition and recommends selection of artist(s) and approval of concept(s).

The two Commission for the Arts representatives on the *Fitzgerald Square* Task Force are:

- Alison Nance
- Susan Cohen

The Community Stakeholders for the Task Force include:

- Claire Mouledoux, Visit Alexandria
- Future member TBD

Project Stakeholders from the Department of Project Implementation and the Department of Recreation, Parks and Cultural Activities for the Task Force include:

- Jack Browand, Division Chief, Department of Recreation, Parks and Cultural Activities
- Anthony Gammon, Deputy Director, Department of Project Implementation

### Artist Selection Process and Concept Approval

An invitational process will be used to select artists for the *Fitzgerald Square Temporary Exhibition* Pilot Project.

Based upon the approved Project Plan, the Office of the Arts, working with its project consultants, will draft a Call to Artists. This call will be sent to a short-list of artists developed by the Office of the Arts, the project consultants, and the Task Force. Interested artists will be invited to submit a letter of interest and qualifications.

The Task Force will review the letters of interest and qualifications and recommend an artist for the project. The Task Force will have the option of selecting two artists, one for an installation in 2019 and one for an installation in 2020. The selected artist/s will be approved by the Commission for the Arts.

The selected artist/s will develop Concept Proposal/s in collaboration with the Office of the Arts staff, consultants and other partners. The Concept Proposal/s will include a rendering, narrative description, fabrication methods, budget and timeline. The Concept Proposal/s will be reviewed for feedback by the Task Force. The Concept Proposal/s will be approved by Commission for the Arts prior to execution.

## V. Timeline

November 2017	Task Force reviews and approves Project Plan.
December 2017	Project Plan submitted to Commission for the Arts for approval. Task Force members recommend names for artist invitation. Final list submitted to Task Force for review.
January 2018	Issue Call for Artists to invited list.
March 2018	Review qualifications and select artist.
April 2018	Artist contract.
May 2018	Artist site visit.
August 2018	Selected artist presents proposal.
August 2018	Proposals approved by Task Force, Commission for the Arts.
Sept 2018	Anticipated opening of Fitzgerald Square
Nov 2018	Artist submits final design for technical review
March – Nov 2019	Exhibition

## VI. Budget

From Public Art Fund	
Artist design, fabrication & installation	\$80,000
Contingency	\$8,000
Programming & communications (specific to the public art project)	\$12,000
Total	\$100,000

## VII. Community Engagement, Marketing and Communications

Community engagement, marketing and communications should be geared toward engaging with existing stakeholders as well as bringing new audiences to experience the artwork.

### Stakeholders

Community engagement, marketing and communications should build upon the existing stakeholder base for art and tourism in Alexandria and the stakeholders in Old Town and along the waterfront. These will include, but may not be limited to, representatives from:

- *Fitzgerald Square* Task Force members
- Commission for the Arts
- Visit Alexandria
- The Torpedo Factory
- Waterfront Commission
- Parks and Recreation Commission
- Old Town Business and Professional Association (OTBPA)
- Old Town Civic Association

### Marketing and Communications

The Office of the Arts staff will develop a marketing and communications strategy that will include:

- Web-based information about the exhibition.
- Social media announcements about specific events.
- Print materials about the exhibition to be distributed at local tourist information areas.
- Media releases to local and national publications and blogs.
- Print and/or online advertising in local and regional publications.
- Micro-targeted online / social media advertising.

## VIII. Evaluation

The Office of the Arts should conduct an evaluation to learn more about the audience for the project and their reaction to it. The primary purpose of the evaluation should be to help the Office of the Arts plan future projects and marketing. The secondary purpose, to the extent the data allows, should be to determine if public art drives tourism to the waterfront. The evaluation should not consider economic impact as those studies involve data collection and analysis techniques that require far more resources than available for this project.

These issues should be considered in an evaluation:

- Audience demographics.
- How did visitors learn about the project?
- First time or repeat visitor to the project? To the site?
- What is their impression of the installation?
- How does public art impact their experience of the waterfront?
- Previous awareness of Alexandria's public art program?
- Would they like to follow the public art program?
- Did they come specifically to see the art on the waterfront?
- Would they attend future public art projects in this location?
- Would they attend future public art projects elsewhere in the city?

Given the resources available, a partnership with a university, such as Virginia Tech architecture and planning faculty, will be sought for assistance in developing and implementing the evaluation.

In addition, a questionnaire should solicit feedback from the Task Force and the artist on the overall project development process.

**Alexandria Commission for the Arts  
December 19th, 2017 Regular Meeting  
Chair Report  
Submitted by Matthew Stensrud**

**Happy Holidays!**

Wishing everyone a wonderful holiday season and Happy New Year! I look forward to making 2018 a wonderful one for the arts in Alexandria.

**Hellos & Goodbyes**

Welcome to Chris Kurowski for his appointment to the Commission, filling Lisa Baranello's position for the remainder of her term. Many of us already know Chris, as he has attended Commission meetings and events recently, and we look forward to working with him as we continue to push for more support for arts in Alexandria.

**Arts in the News!**

Check out the Alexandria Gazette-Packet from last week for an amazing Op-Ed from Patricia Washington, Pat Miller and me on the arts in Alexandria and its impact on the local economy. Thank you to Patricia and Pat for helping put together a great opportunity to build awareness for the arts!

Check out page 12: <http://connectionarchives.com/PDF/2017/120617/Alexandria.pdf>

**OPINION**

## Arts and Culture: \$111.8 Million Contributor to City's Economy

BY MATTHEW STENSrud  
CHAIR, ALEXANDRIA COMMISSION FOR THE ARTS  
PAT MILLER  
PRESIDENT, ALEXANDRIA ARTS ALLIANCE  
PATRICIA WASHINGTON  
PRESIDENT & CEO, VISIT ALEXANDRIA

**W**ith the holiday season upon us, it is evident that arts and culture are at the center of the Alexandria experience.

Whether it's attending a festive concert or theatre performance, "shopping small" at one of the many markets, galleries and maker spaces, or sharing in a major holiday event such as the Scottish Christmas Walk Parade or First Night, arts, culture and creativity are at the core of who we are. They draw millions of visitors to our city

every year and play a significant role in attracting new residents, companies and employees.

It's not just during the holidays that the arts are important to Alexandrians. Year-round, the arts enrich our lives, fill us with joy, and contribute to a high quality of life.

While we recognize these intrinsic values, arts and culture are also big business. Alexandria's nonprofit arts and culture sector is a \$111.8 million industry supporting more than 2,600 full-time jobs, generating over \$56 million in household income to local residents and contributing \$7.5 million in state and local revenue. These economic impact stats are from the



Stensrud



Miller



Washington

at the arts in a bold new way — as essential to our most pressing challenges, from educating our children during school and non-school hours to activating public spaces within retail corridors and the new waterfront to strengthening our community by celebrating our diversity and inclusiveness.

Building on what we know about the power of arts and culture to make us more competitive, distinctive and stronger as a city, we encourage our City Council to increase investment in the arts and creativity as a partner to education, youth development, tourism, and economic development.

Americans for the Arts' Arts & Economic Prosperity 5 study and the latest results were recently touted by the city's Office of the Arts. Alexandria's stats show that arts and culture are more than a "nice to have" frill, they are a significant economic contributor.

With the city's budget season also upon us, now is an opportunity to look

**Social Media Tips**

Join us on Facebook and Instagram!

Facebook --- <https://www.facebook.com/AlexandriaArtsCommission/> 280 likes +10 since Nov '17

Instagram --- <https://www.instagram.com/alexandriaartscommission/> 482 followers +150 since Nov '17

***Tweet Possibilities:***

Looking forward to @AlexandriaVAGov presentation on #FitzgeraldSquare at Arts Commission December meeting! #arts #publicart #waterfront #OldTown #AlexandriaVA

What are you doing this holiday season in #AlexandriaVA? Spend an evening with a phenomenal arts group taking in a show, a concert, stopping by a gallery or more! #arts #advocacy @AlexandriaVA

**Upcoming Dates**

*Executive Committee - Tuesday, January 9th, 7pm, Mt. Vernon Recreation Center*

*Commission Regular Meeting - Tuesday, January 16th, 7pm, Lee Center*

# City of Alexandria, Virginia

## MEMORANDUM

**DATE:** JANUARY 16, 2018  
**TO:** ALEXANDRIA COMMISSION FOR THE ARTS  
**FROM:** MATTHEW HARWOOD, PUBLIC ART MANAGER  
**RE:** 2017 INFRASTRUCTURE PUBLIC ART PROJECT

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### **Project Description**

Vinyl wrap a combination of 12 traffic control boxes or City park electrical boxes with original artwork.

### **Background**

Since 2015 the Public Art Program has wrapped 24 traffic light control boxes with original art by six regional artists in two projects (Duke Street and Beauregard/Seminary). Exclusively located at intersections in the West End of Alexandria, the project gives a unique art identity to the area and is popular with the public. As approved by the Commission for the Arts for FY2017, efforts by staff to coordinate with DASH and Capital Bikeshare to wrap buses and bicycles have been unsuccessful. Staff is now proposing that the Infrastructure Public Art Project be redirected to vinyl wrap either another 12 traffic light control boxes located in the West End or, if a new approach is seen warranted, to wrap electrical boxes located within City parks.

### **Artist Selection**

Three artists/teams will be selected with each artist designing four boxes. Artists will be selected through a regional call open to all artists living and working in Virginia, Maryland, DC, West Virginia, Kentucky, North Carolina, and Tennessee.



The project is scheduled to be completed by June, 2018.

### **Recommendations**

Staff recommends that the Commission for the Arts votes to redirect the 2017 INFRASTRUCTURE PUBLIC ART PROJECT to either vinyl wrap another 12 traffic light control boxes located in the West End or 12 electrical boxes located in various public parks throughout the city.

## **PUBLIC ART PROJECTS**

### **Simpson Park**

**Lead Agency**

Office of the Arts

**Project Scope**

Add a public artist to the design team to integrate and install public art as part of the playground restoration.

**Project Budget**

\$30,000 for artist administrative fees, \$65,000 for fabrication and installation, \$5,000 for artist interviews.  
\$15,000 for the gate.

**Task Force Members**

Paul Linehan, Laura Fries, Dana Wedeles, and Lardner/Klein

**Update**

The playground plans are still being reviewed and are expected to go out to bid by late January.

**Next Steps**

Staff will continue to work with the artists to ensure that the timelines align with the overall project construction.

**Anticipated Completion**

Summer, 2018

### **Lake Cook**

**Lead Agency**

Office of the Arts

**Project Scope**

Add a public artist to the design team to integrate and install public art as part of the lake/site restoration.

**Project Budget**

\$90,000

**Task Force Members**

Allison Nance, Allison Heck, Stephanie Pankiewicz, Marcy Giannunzio, Umar Shahid, Tafesse Gyes, and Sara DeGroot

**Update**

The artist is working with staff and the construction company on designs and needs for installation (e.g. soil compaction, concrete footings, etc.)

**Next Steps**

Staff will continue to work with the artists to ensure that the timelines align with the overall project construction.

**Anticipated Completion**

Summer, 2018



## **PUBLIC ART PROJECTS, cont'd**

### **Trails & Paths, Planning**

**Lead Agency**

Office of the Arts

**Project Scope**

Develop a plan to implement public art along trails and paths in the city.

**Project Budget**

\$20,000

**Task Force Members**

Shirley Downs, Allison Heck

**Update**

Staff has engaged Todd Bressi and Elisabeth Lardner to lead the planning process. The consultant team has met/spoken with staff in Park Planning and T&ES to gather more information about the trails and paths systems and to learn about upcoming construction and renovation projects.

**Next Steps**

The consultant team will develop a series of possible permanent and temporary public art options for the trails and paths network in the city.

**Anticipated Completion**

Ongoing

### **Fitzgerald Square, Planning**

**Lead Agency**

Office of the Arts

**Project Scope**

Hire a curator/consultant to develop the public art program plan and commission projects for the site.

**Project Budget**

\$20,000

**Task Force Members**

Allison Nance, Susan Cohen, Claire Mouledoux, Jack Browand, Tony Gammon

**Update**

The invitational call to artists is being developed and is scheduled to go out by late January/early February.

**Next Steps**

After the call goes out and submissions have been received, the task force will review all applications and make a recommendation to the Commission.

**Anticipated Completion**

Spring, 2019 (1<sup>st</sup> installation)

## **PUBLIC ART PROJECTS, cont'd**

### **Residency, Planning**

**Lead Agency**

Office of the Arts

**Project Scope**

Hire a curator/consultant to develop a public art artist in residency program with AlexRenew.

**Project Budget**

\$20,000

**Task Force Members**

Karen Thomas, Sara Lavan

**Update**

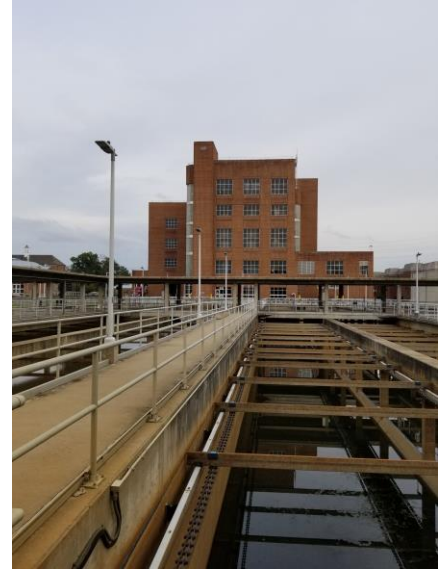
The consultant team met with staff at AlexRenew in November to learn more about AlexRenew and their programs and to tour the facility.

**Next Steps**

The consultants will meet with the Board of Directors in early 2019.

**Anticipated Completion**

TBD



### **Duke Street Tunnel**

**Lead Agency**

Office of the Arts

**Project Scope**

Update artwork in the Duke Street Tunnel

**Project Budget**

Up to \$30,000 (from Carlyle Vitality budget)

**Task Force Members**

Betsy Hennigan, Gayle Converse, Katherine Carraway, Tamsin Green, Kim Barnes

**Update**

Staff is awaiting a new set of constraints for the security system from the CCC to determine what type of public art project can work in the site. ZeroZero Collective will be given an opportunity to develop a new proposal for the site. Mike McConnell's project will be installed after a decision is made about ZeroZero's participation.

**Next Steps**

Work with the CCC and ZeroZero Collective on a new proposal.

**Anticipated Completion**

Spring, 2019

## **PUBLIC ART PROJECTS, cont'd**

### **Burke Library**

**Lead Agency**

Office of the Arts

**Project Scope**

Outdoor public art at Burke Library.

**Project Budget**

\$100,000

**Task Force Members**

Cathering Barrett, Shirley Downs

**Update**

Staff has met with representatives from the Library to discuss possible timeline and to review the public art process.

**Next Steps**

Set a meeting to review options for community stakeholders and present to the current task force.

**Anticipated Completion**

TBD



### **Potomac Yards Metro**

**Lead Agency**

WMATA

**Project Scope**

Include public art in the new Potomac Yards metro station.

**Project Budget**

\$250,000

**Task Force Members**

N/A

**Next Steps**

Staff is waiting for an update from WMATA regarding the public art and the panel.

**Anticipated Completion**

TBD

## **PUBLIC ART PROJECTS, cont'd**

### **Art Purchase Awards**

**Lead Agency**

Office of the Arts

**Project Scope**

Invite regional artists to submit original two-dimensional artwork for purchase consideration by the City.

**Project Budget**

\$4,000

**Task Force Members**

Mike Detomo, Allison Nance, Maya Contreras, Joyce Frank, Val Proudki

**Update**

The artwork has been installed in City Hall.

**Next Steps**

The task force will make the purchase recommendations to the Commission.

**Anticipated Completion**

Ongoing

## Task Force Roster

### **Simpson Park Public Art**

1. Vacant (Arts Commissioner)
2. Vacant (Arts Commissioner)
3. Elisabeth Lardner (project stakeholder)
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2. Tamsin Green\*
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5. Kim Barnes (community stakeholder)

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1. Susie Cohen\*

### **Alexandria Arts Alliance Liaison**

1. Matthew Stensrud\*

\*Arts Commissioner

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7. Mike Detomo\*
8. Sarah Bobbin\*

# City of Alexandria, Virginia

## MEMORANDUM

**DATE:** JANUARY 16, 2018  
**TO:** ALEXANDRIA COMMISSION FOR THE ARTS  
**FROM:** MATTHEW HARWOOD, PUBLIC ART MANAGER  
**RE:** 2017 INFRASTRUCTURE PUBLIC ART PROJECT

---

### Project Description

Vinyl wrap a combination of 12 traffic control boxes or City park electrical boxes with original artwork.

### Background

Since 2015 the Public Art Program has wrapped 24 traffic light control boxes with original art by six regional artists in two projects (Duke Street and Beauregard/Seminary). Exclusively located at intersections in the West End of Alexandria, the project gives a unique art identity to the area and is popular with the public. As approved by the Commission for the Arts for FY2017, efforts by staff to coordinate with DASH and Capital Bikeshare to wrap buses and bicycles have been unsuccessful. Staff is now proposing that the Infrastructure Public Art Project be redirected to vinyl wrap either another 12 traffic light control boxes located in the West End or, if a new approach is seen warranted, to wrap electrical boxes located within City parks.

### Artist Selection

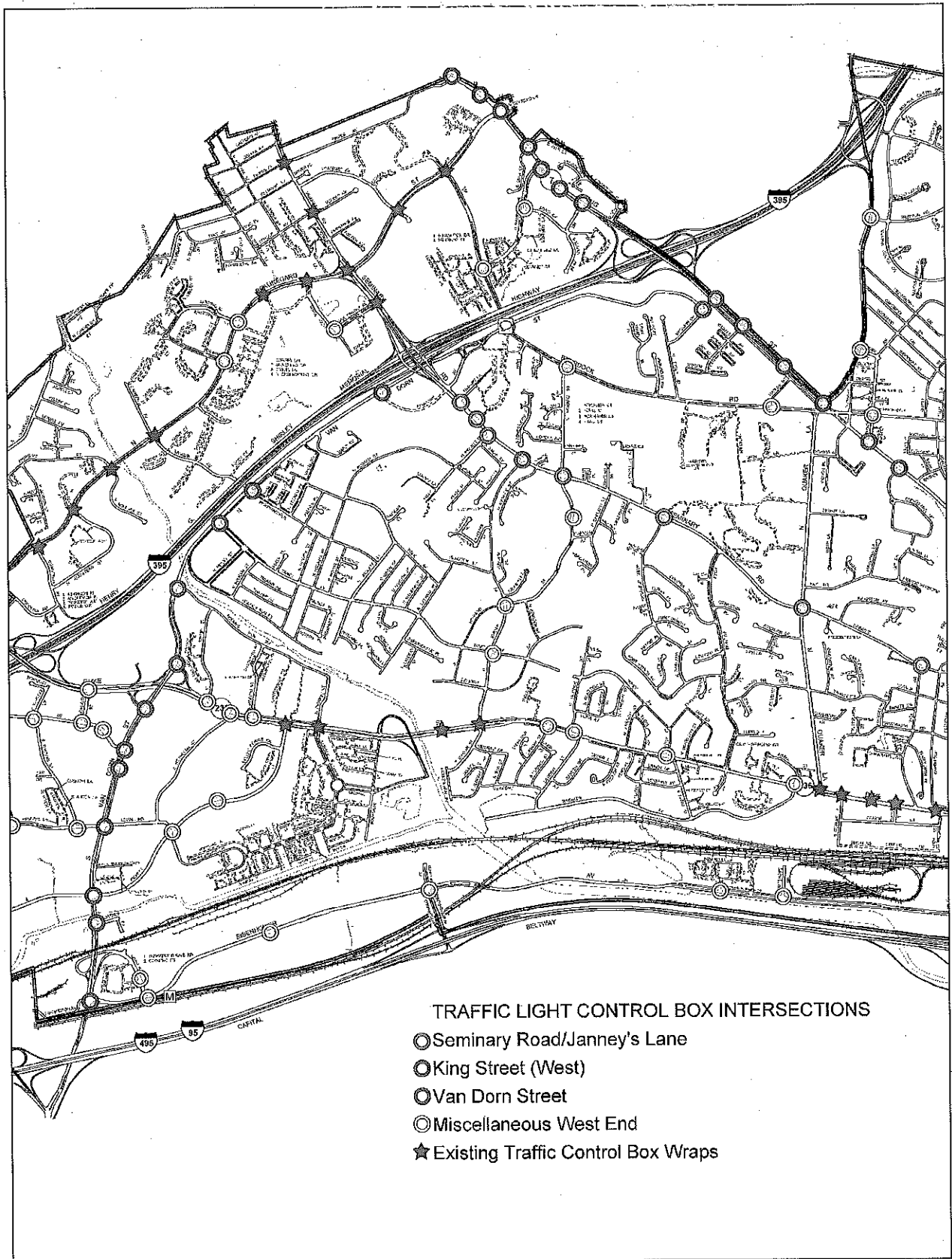
Three artists/teams will be selected with each artist designing four boxes. Artists will be selected through a regional call open to all artists living and working in Virginia, Maryland, DC, West Virginia, Kentucky, North Carolina, and Tennessee.



The project is scheduled to be completed by June, 2018.

### Recommendations

Staff recommends that the Commission for the Arts votes to redirect the 2017 INFRASTRUCTURE PUBLIC ART PROJECT to either vinyl wrap another 12 traffic light control boxes located in the West End or 12 electrical boxes located in various public parks throughout the city.





## **PUBLIC ART PROJECTS**

### **Simpson Park**

**Lead Agency**

Office of the Arts

**Project Scope**

Add a public artist to the design team to integrate and install public art as part of the playground restoration.

**Project Budget**

\$30,000 for artist administrative fees, \$65,000 for fabrication and installation, \$5,000 for artist interviews.  
\$15,000 for the gate.

**Task Force Members**

Paul Linehan, Laura Fries, Dana Wedeles, and Lardner/Klein

**Update**

The playground plans are still being reviewed and are expected to go out to bid by late January.

**Next Steps**

Staff will continue to work with the artists to ensure that the timelines align with the overall project construction.

**Anticipated Completion**

Summer, 2018

### **Lake Cook**

**Lead Agency**

Office of the Arts

**Project Scope**

Add a public artist to the design team to integrate and install public art as part of the lake/site restoration.

**Project Budget**

\$90,000

**Task Force Members**

Allison Nance, Allison Heck, Stephanie Pankiewicz, Marcy Giannunzio, Umar Shahid, Tafesse Gyes, and Sara DeGroot

**Update**

The artist is working with staff and the construction company on designs and needs for installation (e.g. soil compaction, concrete footings, etc.)

**Next Steps**

Staff will continue to work with the artists to ensure that the timelines align with the overall project construction.

**Anticipated Completion**

Summer, 2018

## **PUBLIC ART PROJECTS, cont'd**

### **Trails & Paths, Planning**

**Lead Agency**

Office of the Arts

**Project Scope**

Develop a plan to implement public art along trails and paths in the city.

**Project Budget**

\$20,000

**Task Force Members**

Shirley Downs, Allison Heck

**Update**

Staff has engaged Todd Bressi and Elisabeth Lardner to lead the planning process. The consultant team has met/spoken with staff in Park Planning and T&ES to gather more information about the trails and paths systems and to learn about upcoming construction and renovation projects.

**Next Steps**

The consultant team will develop a series of possible permanent and temporary public art options for the trails and paths network in the city.

**Anticipated Completion**

Ongoing

### **Fitzgerald Square, Planning**

**Lead Agency**

Office of the Arts

**Project Scope**

Hire a curator/consultant to develop the public art program plan and commission projects for the site.

**Project Budget**

\$20,000

**Task Force Members**

Allison Nance, Susan Cohen, Claire Mouledoux, Jack Browand, Tony Gammon

**Update**

The invitational call to artists is being developed and is scheduled to go out by late January/early February.

**Next Steps**

After the call goes out and submissions have been received, the task force will review all applications and make a recommendation to the Commission.

**Anticipated Completion**

Spring, 2019 (1<sup>st</sup> installation)

## **PUBLIC ART PROJECTS, cont'd**

### **Residency, Planning**

**Lead Agency**

Office of the Arts

**Project Scope**

Hire a curator/consultant to develop a public art artist in residency program with AlexRenew.

**Project Budget**

\$20,000

**Task Force Members**

Karen Thomas, Sara Lavan

**Update**

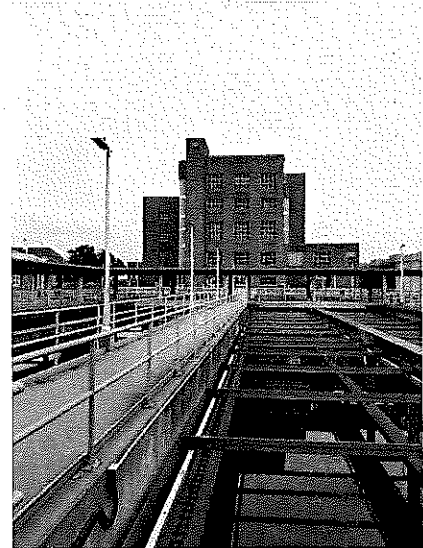
The consultant team met with staff at AlexRenew in November to learn more about AlexRenew and their programs and to tour the facility.

**Next Steps**

The consultants will meet with the Board of Directors in early 2019.

**Anticipated Completion**

TBD



### **Duke Street Tunnel**

**Lead Agency**

Office of the Arts

**Project Scope**

Update artwork in the Duke Street Tunnel

**Project Budget**

Up to \$30,000 (from Carlyle Vitality budget)

**Task Force Members**

Betsy Hennigan, Gayle Converse, Katherine Carraway, Tamsin Green, Kim Barnes

**Update**

Staff is awaiting a new set of constraints for the security system from the CCC to determine what type of public art project can work in the site. ZeroZero Collective will be given an opportunity to develop a new proposal for the site. Mike McConnell's project will be installed after a decision is made about ZeroZero's participation.

**Next Steps**

Work with the CCC and ZeroZero Collective on a new proposal.

**Anticipated Completion**

Spring, 2019

## **PUBLIC ART PROJECTS, cont'd**

### **Burke Library**

**Lead Agency**

Office of the Arts

**Project Scope**

Outdoor public art at Burke Library.

**Project Budget**

\$100,000

**Task Force Members**

Cathering Barrett, Shirley Downs

**Update**

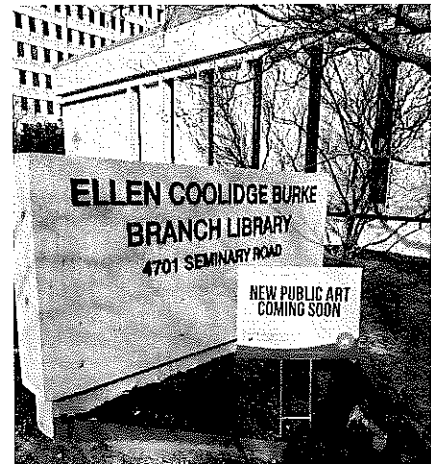
Staff has met with representatives from the Library to discuss possible timeline and to review the public art process.

**Next Steps**

Set a meeting to review options for community stakeholders and present to the current task force.

**Anticipated Completion**

TBD



### **Potomac Yards Metro**

**Lead Agency**

WMATA

**Project Scope**

Include public art in the new Potomac Yards metro station.

**Project Budget**

\$250,000

**Task Force Members**

N/A

**Next Steps**

Staff is waiting for an update from WMATA regarding the public art and the panel.

**Anticipated Completion**

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## **PUBLIC ART PROJECTS, cont'd**

### **Art Purchase Awards**

**Lead Agency**

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**Project Scope**

Invite regional artists to submit original two-dimensional artwork for purchase consideration by the City.

**Project Budget**

\$4,000

**Task Force Members**

Mike Detomo, Allison Nance, Maya Contreras, Joyce Frank, Val Proudki

**Update**

The artwork has been installed in City Hall.

**Next Steps**

The task force will make the purchase recommendations to the Commission.

**Anticipated Completion**

Ongoing

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# **OLD TOWN NORTH SMALL AREA PLAN ARTS AND CULTURAL DISTRICT TEXT AMENDMENT**

Alexandria Commission for the Arts  
January 16, 2018

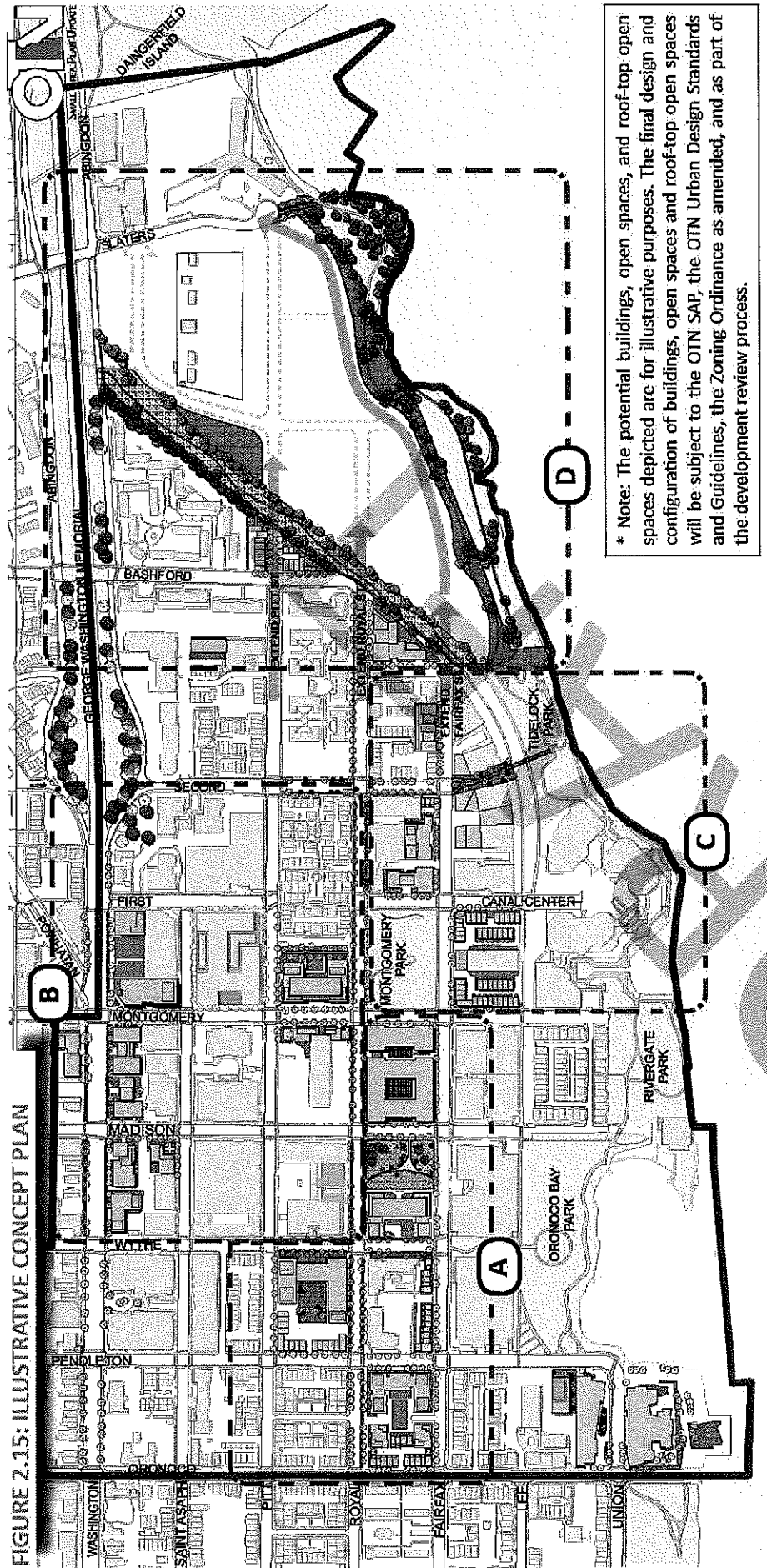






# Old Town North Small Area Plan

FIGURE 2.15: ILLUSTRATIVE CONCEPT PLAN



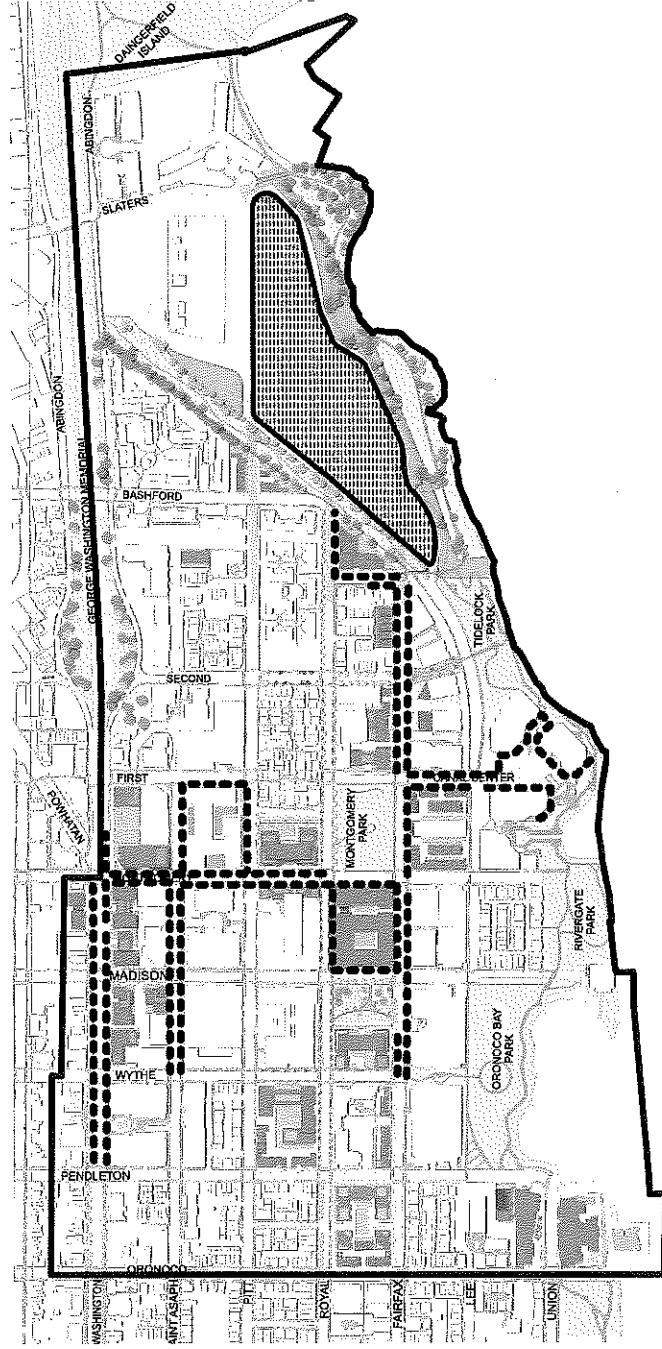
\* Note: The potential buildings, open spaces, and roof-top open spaces depicted are for illustrative purposes. The final design and configuration of buildings, open spaces and roof-top open spaces will be subject to the OTN SAP, the OTN Urban Design Standards and Guidelines, the Zoning Ordinance as amended, and as part of the development review process.



# Old Town North- Arts District Text Amendment

## Purpose:

- Allowance for incentives to retain and attract arts and cultural uses in Old Town North through the creation of an Arts and Cultural District as authorized by Virginia Code 15.2-1129.1. The use of these incentives will be limited to properties located along the frontages identified in the Old Town North Small Area Plan.



# **Old Town North– Arts District Text Amendment**

## **Tier 1: Incentives for Ground Floor Arts and Cultural Uses**

For the frontages within the Old Town North Arts and Cultural Corridors, the floor area for ground floor arts and cultural uses may be excluded from the maximum floor area ratio permitted for the site. Subject to the following:

1. Arts and Cultural uses will be limited to the ground floor of the building frontages and limited to a maximum amount of 15,000 sf for each redevelopment block.
2. Limited to organizations, businesses and/or individuals operating uses such as studios, galleries, or other venues that are related to cultural, visual and performing arts, design, handcrafted products, media, marketing, and art supply.
3. A covenant requiring the space be used for Arts and Cultural uses for a minimum period of 10 years.





# Old Town North– Arts District Text Amendment

## Tier 2: Incentives for Arts and Cultural Anchors

For the frontages within the Old Town North Arts and Cultural Corridors, additional floor area may be increased by a maximum of 30 percent above the maximum floor area ratio permitted by the zone for the provision of an Arts and/or Cultural Anchor. Subject to the following:

1. Limited to visual or performing arts or cultural venue that is accessible to the public with performances/activities open to the public for a minimum of 150 days within the calendar year.
2. Provide an easement at no cost to the Arts and Cultural operator of the space with a covenant for a minimum period of 30 years.
3. Minimum contiguous size of 5,000 sf.
4. Height may increased up to 25 feet beyond the permitted height, excluding buildings located in maximum allowable height of 50 feet or less.
5. The design of the space should be flexible to accommodate a variety of uses.
6. Limit the total additional floor area for Arts and Cultural uses resulting from the Tier 2 incentive within the Old Town North Small Area

# **Old Town North– Arts District Text Amendment**

## **Next Steps:**

**March 6 – Planning Commission Meeting**

**March 17 - City Council Public Hearing**

